

**NetOnCourse, Inc.**

*MI-Live<sup>SM</sup>*

*Take the Pulse of Your Market*

Product Overview  
September 2001

# MI-Live<sup>SM</sup>

## A Robust Real-Time Interaction Platform

- Provides controlled online interaction in real-time.
  - Supports small, medium and large groups
- Combines the best of features of qualitative and quantitative analysis.
  - Open-ended responses are tabulated in real time!
- Provides unprecedented multi-directional interaction.
  - Structured and unstructured
  - A natural environment and language
  - Quantifiable in real-time

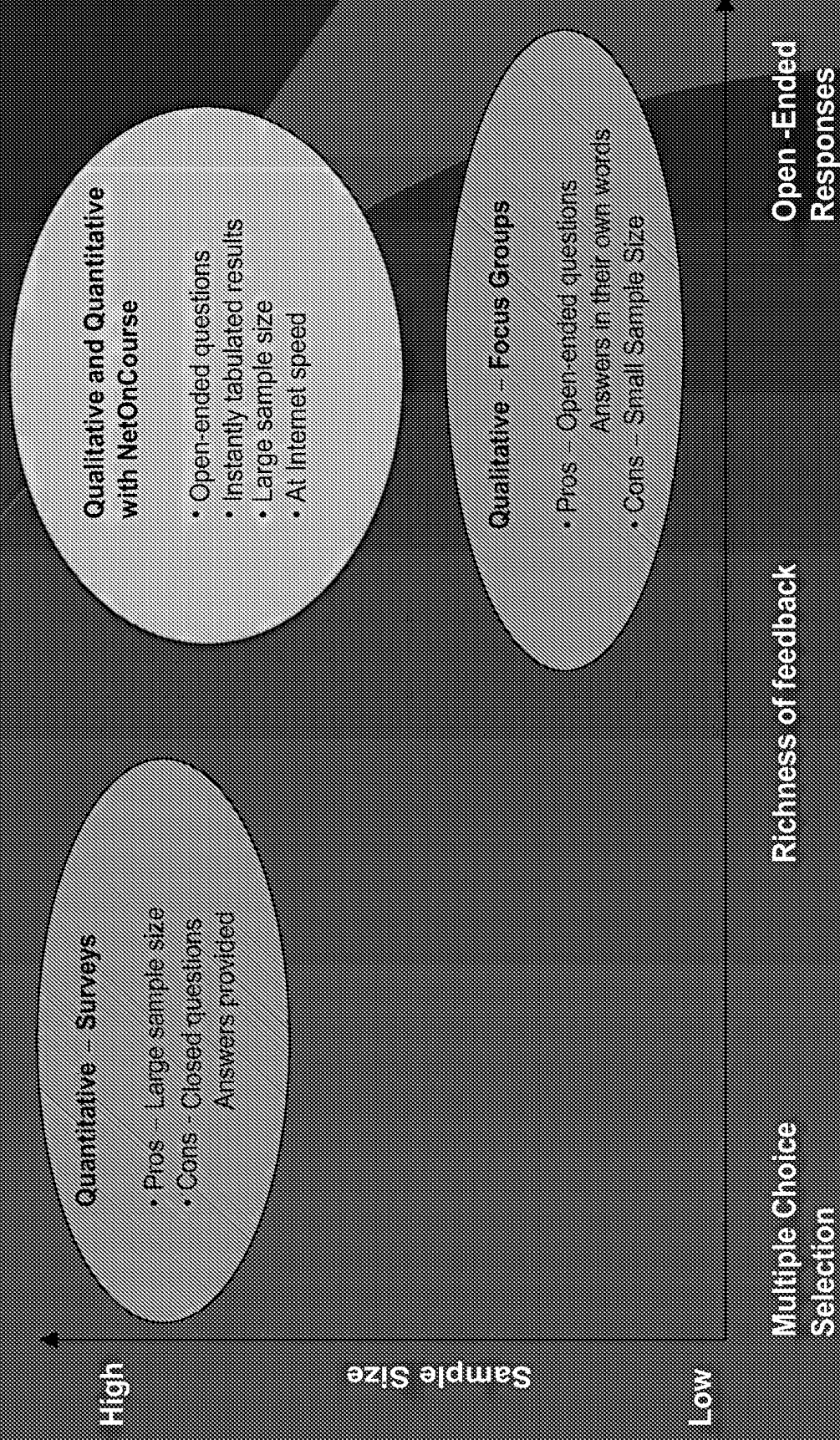
## MI-Live<sup>SM</sup>

### A Robust Real-Time Interaction Platform - cont'd.

- Provides the ability to present multi-media stimuli.
- Utilizes a robust reporting platform.
  - Captures information from each session and can also aggregate information in subsequent sessions over time.

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## The Benefits of Combining Qualitative and Quantitative Market Research



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## Conducting On-Line Focus Groups

- **Features**
  - Unprecedented control of the session for the moderator.
  - Ability to maintain structure of audience responses.
  - Ability to classify and tabulate open-ended responses in real-time.
- **Key Benefits**
  - *Structured Session*: Moderator can control the session
  - *Overall Cost Reduction*: Reduced travel and lodging costs
  - *Natural Environment*: Respondents are more relaxed
  - *Quality Responses*: Unbiased direct responses can be combined with discussion capability.
  - *Greater Audience Reach*: Increase access to geographic and various hard-to-reach niche segments.
  - *Greater Sample Size*: Increase the number of participants.
  - *Reports*: Computerized reports can be easily integrated into existing knowledge management applications.

# MI-Live<sup>SM</sup> - The Moderator Display

## 1. Supports multimedia stimuli.

3. The question appears at the top of the moderator's display.

4. The responses appear in real-time; dynamically sorted by top responses.

2. The moderator presses the “Ask question” button to submit questions to respondents.

# MI-LiveSM - The Respondent Display

1. The respondent sees the stimuli controlled by the moderator.

3. The respondent may also choose to respond by agreeing with someone else's answer.

For live help call: 1-866-299-9467

Thank you for participating.

☐ Agree ☐ Disagree

**Joe N's Answer:**

I like gentle soap that does not irritate the skin.

☐ Agree ☐ Disagree

**Ben Navon's Question:**

Do you use a different soap for your face and body?

2. The respondent sees the questions from the moderator and can provide answers in his/her own words.

My answer

**My Answer:**

Yes, I use a deodorant soap for my body and a cream soap for my face.

# MI-LiveSM - The Client Display

NetOnCourse MI-Live Dashboard

Event: MI-Live test event with a long name to be tested. It is scheduled to end at 11:30:00.

Pre-start: 00:00 - 100:05

Event Statistics	Pre-start	00:00	100:05
Question Count	N/A	2	7
Items/Thread (avg)	N/A	1	1
Postings/Participant (avg)	N/A	0	2

1. Real-time statistics are shown at the top of the client display.

Questions

Last updated at: 12:38 Update

Vote	Sample	Answers	Question	Time
80%	35	4	What color do you prefer in soap?	11:29:54
84%	30	3	What do you think is a fair price for soap?	11:29:45
90%	34	4	Where do you normally purchase soap?	11:29:26
93%	33	5	Do you use a different soap for your face and body?	11:28:47
80%	32	3	When you purchase soap, what are your main considerations?	11:21:24

2. The client can see an organized list of questions asked and drill down into the responses to each question, which are sorted by the top answers.

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## Conducting A Dynamic Survey

- **Features**

- Handles larger samples: >100
- Various types of open-ended and closed questions
- Easy view of group dynamics
- Responses tabulated in real time
- Trends highlighted in real-time

- **Key Benefits**

All of the benefits of an on-line Focus group, plus the following:

- Generate dynamic surveys and modify them on the fly!
- Quickly turnaround session reports.
- Utilize your respondents for both qualitative and quantitative input.

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## Conducting A Dynamic Survey cont'd.

NetOnCourse - Web Service - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address <http://spideman1tal/newman/mr-live/facilitator/logevent.htm>

For live help call: 1-866-299-8467

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Current Participant: 3

Vote	Sample	Message	Time
58%	35	My Question: (05) When you purchase soap, what are your main considerations?	11:21:29
89%	35	My Question: (05) Do you use a different soap for your face and	11:28:51
100%	35	Feedback: Open Feedback	Closed Feedback

Feedback Type:

- ☐ Yes/No
- ☐ Agree/Disagree Scale
- ☐ Multiple choice

Send Close Cancel

Ask Question

Send

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Local intranet

The moderator can submit many types of open-ended and closed questions involving discussion or direct data collection.

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## Conducting A Dynamic Survey cont'd.

NetOnCourse - Web Service - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://spiderman.fta/newman/mi-live/facilitator/logevent.htm>

Current visual: Soap

For live help call: 1-866-299-9487

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My Question: When you purchase soap, what are your main considerations?

71% 05

12 ☐ A. Price

6 ☐ B. Fragrance

8 ☐ C. Ingredients

9 ☐ D. Brand

Send Add Question

NetOnCourse Local Intranet

The results are shown in real-time!



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## MI-Live<sup>SM</sup> - Solution Overview

- *Faster*
  - Dynamic question and answer model requires less prep time
  - Real-time live sessions vs. waiting for completed surveys to be submitted.
  - Reports can be available within days, even hours of the session's conclusion.
- *Better*
  - The first solution to combine the key benefits of qualitative and quantitative feedback.
  - Provides flexible and dynamic interaction with live respondents.
- *Less Cost*
  - No travel!
  - Streamline your market research costs with our hosted internet solution.